R J Reynolds Tobacco Company

J. L. MERUSI
Chain Accounts Manager

13 Industrial Drive
P. O. Box 452
Mattapoisett, MA 02739
(508) 758-3663
FAX (508) 758-2108

March 14, 1995

TO: 1110 - Boston ROU
1210 - New York Metro ROU
1310 - Philadelphia ROU
1510 - Hartford ROU
1610 - Buffalo ROU
1710 - Pittsburgh ROU

FOR: DISSEMINATION TO SALES REPS WITH CUMBERLAND FARMS

SUBJECT: Cumberland Farms - Chain ID #0107-XX-XX

Ladies and Gentlemen:

RJR and Cumberland Farms have agreed to extend the existing merchandising display program through August 31, 1997. The Basic elements of the agreement are as follows:

1. Full Price display at the selling side of Primary Cash Register.

2. Doral display in front of the Primary Cash Register.

3. Full Price Promotional display located either on the Counter or on the Sales Floor.

4. Monarch display either on the Counter or on the Sales Floor.

5. RJR OPM

Planograms are attached indicating the location for these displays. (Attachment 1) In some instances it may be impossible to conform to the planograms. In these cases, sales reps along with Store Management should work to establish locations for displays with the understanding that RJR is to have primary consideration as to display position.

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Source: https://www.industrydocuments.ucsf.edu/docs/lyln0000

- MUSTANG

Although the Mustang display is not part of the contracted agreement, it is an authorized display and is to be located as indicated on the attached planograms.

- NSS DISPLAYS

Due to town ordinances and high pilferage, our non-self-service program will be implemented in selected stores. These stores are identified on the attached list. (Attachment 2)

Display elements for NSS stores should be consistent with the displays for self-service stores. Due to space, it may be necessary to combine displays i.e. Promotion unit with Full Price display, Monarch with Doral display. The minimum requirement for NSS stores is 16 rows for Full Price and 24 rows for Monarch/Doral.

A Mustang display is also authorized for non-self-service stores and is to be placed to ensure continued exposure for this brand.

- CONTRACTS / SIS

All contracts have been updated in SIS to reflect the authorized plan by store. Under no circumstance should any contracts in Cumberland Farms be deleted or changed without the approval of this office.

- CONTRACT COMPLIANCE

Cumberland Farms Management is very concerned with regards to contract compliance. They are committed to working with RJR to ensure contract compliance at store level. Cumberland Farms Local Field Management feels they can correct compliance problems if they are aware of them. To assist Cumberland Farms, the following procedures are effective immediately:

When a sales rep encounters a compliance problem, that cannot be corrected at store level, the Cumberland Farms Regional Manager is to be contacted via voice mail. (Attachment 3) RJR rep should give the store number and the reason the store is in non-compliance. Also, advise Regional Manager if a warning or delete payment was given.

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- CONTRACT COMPLIANCE (cont'd)

  General Managers will be supplied a weekly non-compliance report. Therefore, it is very important that any time a non-compliance is shown in SIS that the Regional Manager be voice mailed indicating the problem.

  Regional Manager will then handle the problem with the store. If the problem cannot be resolved, the RJR contact for the area will voice mail the RJR rep to explain the specifics with regard to the store.

The above procedure has worked successfully in markets where they have been employed. Your assistance in following through as outlined will help RJR maintain its dominant position in this chain which will assist in growing our business in the future.

Your cooperation and assistance is greatly appreciated.

Sincerely,

Jim

J. L. Merusi

JLM/aem

Attachments

cc:
Mitch McGovern	1140
Steve Manos	1140
Gary Hennessey	1540
Audrey Evanchik	1240
Rich Tanchyk	1643
Division Managers	

M-2

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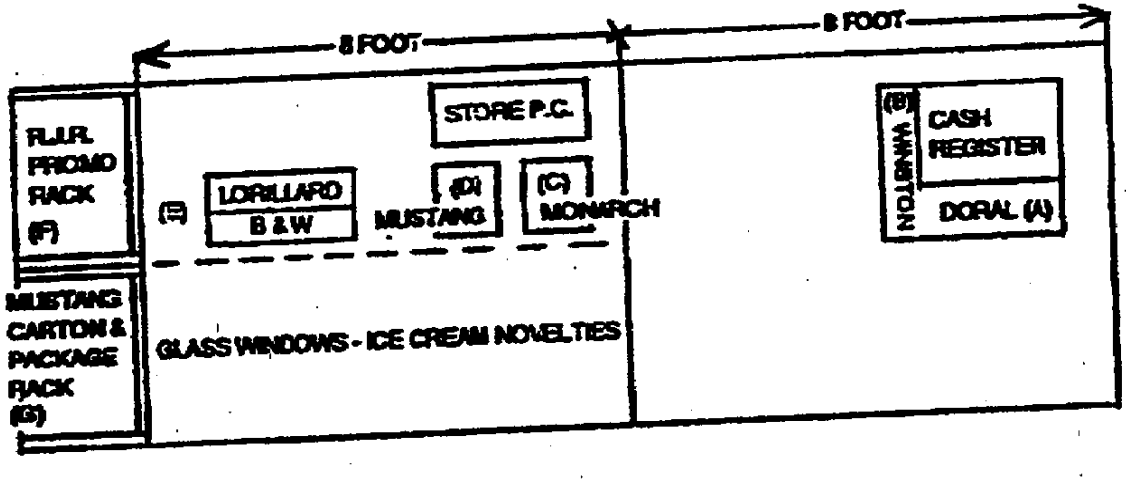
ATTACHMENT 1

CUMBERLAND FARMS INC.
DISPLAY PLAN-O-GRAM
EFFECTIVE 12/1/94 - 8/31/97

OPTION - 1
COMBINATION HUSSMAN/CHECKOUT (FULL SIZE)



CONTRACT DISPLAYS

(A) - DORAL PACKAGE RACK
(B) - WINSTON PACKAGE RACK
(C) - MONARCH PACKAGE RACK
(D) - MUSTANG PACKAGE RACK
(E) - LORILLARD & B & W PACKAGE RACK (TOP LORILLARD/BOTTOM B & W)

(F) - R.J.R. PROMOTION FLOOR RACK
(G) - MUSTANG CARTON/PACKAGE FLOOR RACK
(H) - R.J.R. PORMOTION COUNTER RACK (SEE OPTION 2A)

Source: https://www.industrydocuments.ucsf.edu/docs/jylp0000

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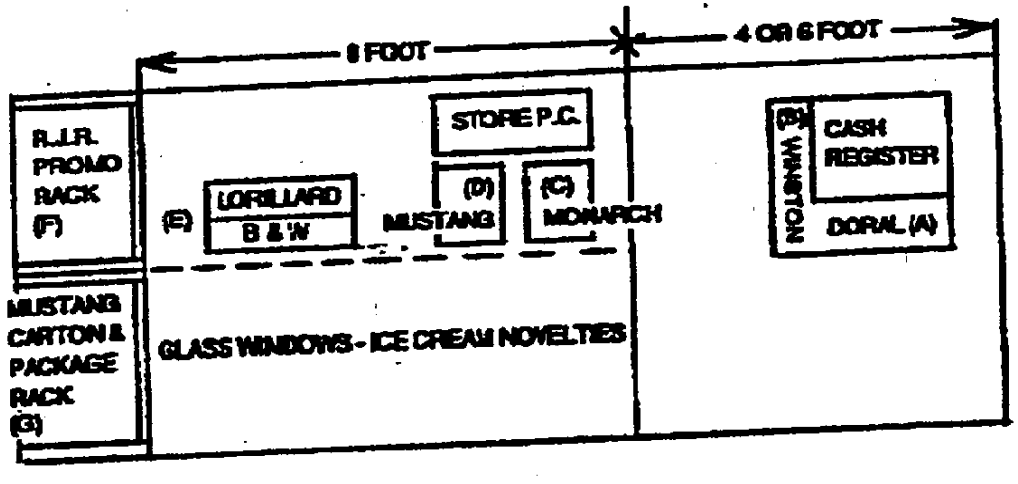
CUMBERLAND FARMS INC.
DISPLAY PLAN-O-GRAM
EFFECTIVE 12/1/94 - 8/31/97

OPTION - 2
COMBINATION HUSSMAN/CHECKOUT (SHORT)



HUSSMAN

(A) - DORAL PACKAGE RACK
(B) - WINSTON PACKAGE RACK
(C) - MONARCH PACKAGE RACK
(D) - MUSTANG PACKAGE RACK
(E) - LORILLARD & B & W PACKAGE RACK (TOP LORILLARD/BOTTOM B & W)

(F) - R.J.R. PROMOTION FLOOR RACK
(G) - MUSTANG CARTON/PACKAGE FLOOR RACK
(H) - R.J.R. PORMOTION COUNTER RACK (SEE OPTION 2A)

ATTACHMENT 1

Source: https://www.industrydocuments.ucsf.edu/docs/fyln0000

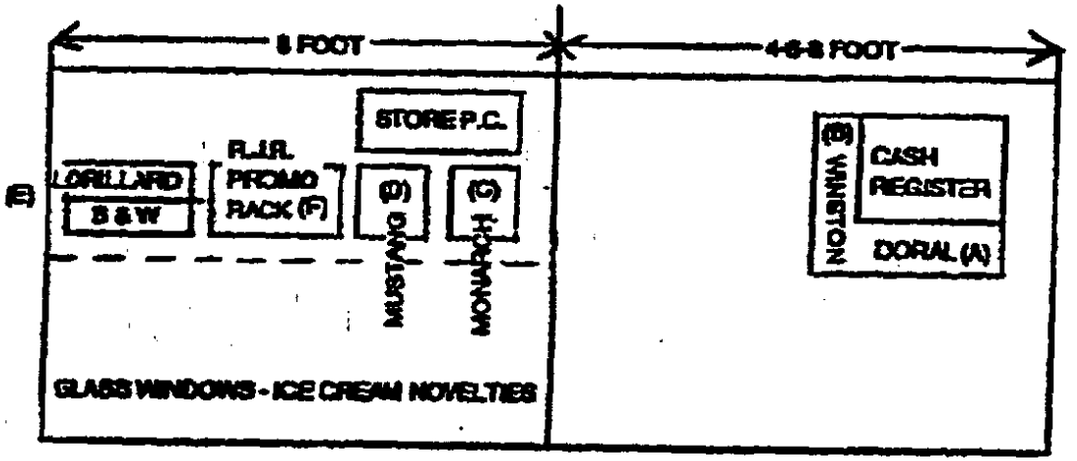
Source: https://www.industrydocuments.ucsf.edu/docs/jyln0000

ATTACHMENT 1

CUMBERLAND FARMS INC.
DISPLAY PLAN-O-GRAM
EFFECTIVE 12/1/94 - 8/31/97

OPTION - 2A

STORES WITHOUT RJR PROMOTION RACK AND MONARCH CARTON RACK MUST USE (H) FOR CONTRACT AGREEMENT



HUSSMAN

(H) - R.J.R. COUNTER PROMOTION RACK

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ATTACHMENT 3

Cumberland Farms Chain ID number has been broken down to indicate Cumberland Farms stores by General Manager and by Cumberland Farms Regional Manager.

All Cumberland Farms stores Chain ID's now reflect the General Manager/Regional Manager that has responsibility for them.

Each General Manager will have a local RJR Manager contact to enhance our business with this chain.

Following is a breakdown of Cumberland Farms General Manager, Regional Manager and RJR contacts.

To identify which Regional Manager has responsibility for a particular store, simply check the SIS Chain ID number for the store. The last two digits of the Chain ID number will identify the Regional Manager for that store.

Cumberland Farms Main Voice Mail # 1-800-828-0869

CHAIN ID #	C-FARMS MGR.	TITLE/ADDRESS	RJR CONTACT
0107-44-00	John Babbitts	General Manager Flanders Village Mall Box 248 Flanders, NJ 07836	Audrey Evanchik Special Acct. Mgr. 400 Raritan Center Parkway Raritan Center Edison, NJ 08837 Tel: 908-225-4774 Fax: 908-417-9076 Voice Mail Ext. 77275
0107-44-72	Jim Gauntt	Regional Manager Voice Mail Ext. 1729	
0107-44-75	Arthur Gordon	Regional Manager Voice Mail Ext. 1152	
0107-44-78	Ken Braz	Regional Manager Voice Mail Ext. 1048	

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ATTACHMENT 3 (cont'd)

Cumberland Farms Main Voice Mail # 1-800-828-0869

CHAIN ID #	C-FARMS MGR.	TITLE/ADDRESS	RJR CONTACT
0107-45-00	Dave Merriam	General Manager 472 Main Street Palmer, MA 01069	Mitch McGovern Special Acct. Mgr. 227 B South Street Hopkinton, MA 01748 Tel: 508-435-8613 Fax: 508-435-8591 Voice Mail Ext. 73348
0107-45-60	Ed Krause	Regional Manager Voice Mail Ext. 1209	
0107-45-68	Pete Swantko	Regional Manager Voice Mail Ext. 1406	
0107-45-69	Ron Saumur	Regional Manager Voice Mail Ext. 1329	
0107-45-76	Mike Limoges	Regional Manager Voice Mail Ext. 1511	

Cumberland Farms Main Voice Mail # 1-800-828-0869

CHAIN ID #	C-FARMS MGR.	TITLE/ADDRESS	RJR CONTACT
0107-46-00	Jeff Cutting	General Manager 83 Washington Street Box 14 Dover, NH 03820	Steve Manos Special Acct. Mgr. 227 B South Street Hopkinton, MA 01748 Tel: 508-435-8613 Fax: 508-435-8591 Voice Mail Ext. 73690
0107-46-15	Joanne Fuller	Regional Manager Voice Mail Ext. 1141	
0107-46-64	David Algier	Regional Manager Voice Mail Ext. 1006	
0107-46-73	Phil Brokos	Regional Manager Voice Mail Ext. 1057	
0107-46-79	Tom Cacciola	Regional Manager Voice Mail Ext. 1676	

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Source: https://www.industrydocuments.ucsf.edu/docs/lyln0000